

# STORKS

## INTERNATIONAL PRINT & TOOLKIT GUIDELINES

<u>DATE:</u>	<u>VER:</u>	<u>UPDATE:</u>
05 Feb	1	Overview of Campaign Art
01 Apr	2	Concessions Cup & Alphabet
03 Jun	3	Artwork, Hi Res Marketing Assets & Alpha Channel Animations
08 Jun	4	Addition of Main 1sht, Banner and Update on Timing
17 Jun	5	Addition of Flying Horizontals and Availability

**Title Treatment, Font & Billing Block (p. 4)****One Sheets (p. 5-8)**

• WW Tsr 1sht	Available on Adstream
• Intl Tsr Quad	Available on Adstream
• Intl Babies 1sht	Available on Adstream
• Intl Babies Quad	Available on Adstream
• Main 1sht	Available on Adstream by June 23
• Main Quad	Available on Adstream by June 23
• Flying 1sht	Availability on Adstream by July 29
• Flying Quad	Availability on Adstream by July 29

**NOTE: Do not use name of The Baby from the film in any materials. Please only refer to her as “The Baby”**

You may use Babies or Flying as your Main 1sht.

**Character Art (p. 10)**

• Baby Character Art	Available on Adstream
• Family Character Art	Available on Adstream
• Hunter Character Art	Available on Adstream
• Junior Character Art	Available on Adstream
• Nate Character Art	Available on Adstream
• Pigeon Toady Character Art	Available on Adstream
• Tulip Character Art	Available on Adstream
• Wolfpack Character Art	Available on Adstream
• Jasper Character Art	Available on Adstream

Please place as many characters as possible. If you are limited to fewer, please use Junior and Tulip.

**Bus Shelter (p. 10)**

- Main Available on Adstream by July 29
- Flying Available on Adstream by July 29

**Outdoor (p. 11-12)**

- Intl Babies 30sht & 14x48 Available on Adstream
- Flying 30sht & 14x48 Available on Adstream by July 29

**NOTE:** Do not use name of The Baby from the film in any materials. Please only refer to her as “The Baby”

Please use the outdoor that matches the Main look you’ve chosen for your campaign. There will be no Main horizontal outdoor created.

**In Theater (p. 13-20)**

- Babies Window Cling Available on Adstream
- Stork Baby Mobile Survey sent by UK Available on Adstream
- Babies Bunting Survey sent by UK Available on Adstream
- 5-Sided Totem Survey sent by UK
- Intl 10x5 Horizontal Banner Survey sent by H.O. Available on Adstream
- Photo-Op Standee Survey sent by H.O.
- Concessions Cup Available on Adstream
- Concession Tray/Cup/Tub Available on Adstream week of June 27
- Character Toppers GoldenLink will reach out to exhibitors directly.

**Alpha Channel Animations (p. 21-22)**

Alpha channel animations are now available on Adstream.

Please see pages 13 & 14 for more information on usage and guidelines.

**Hi Res Marketing Assets (p. 23-39)**

High resolution character poses that are now available in 2K and 4K on Adstream.

Please see page 15 for more information on usage and guidelines.



NOTE: The Main White Title Treatment is the preferred Title Treatment. Please use this White Title Treatment on assets moving forward.

Main White Title Treatment



Alt Orange Title Treatment

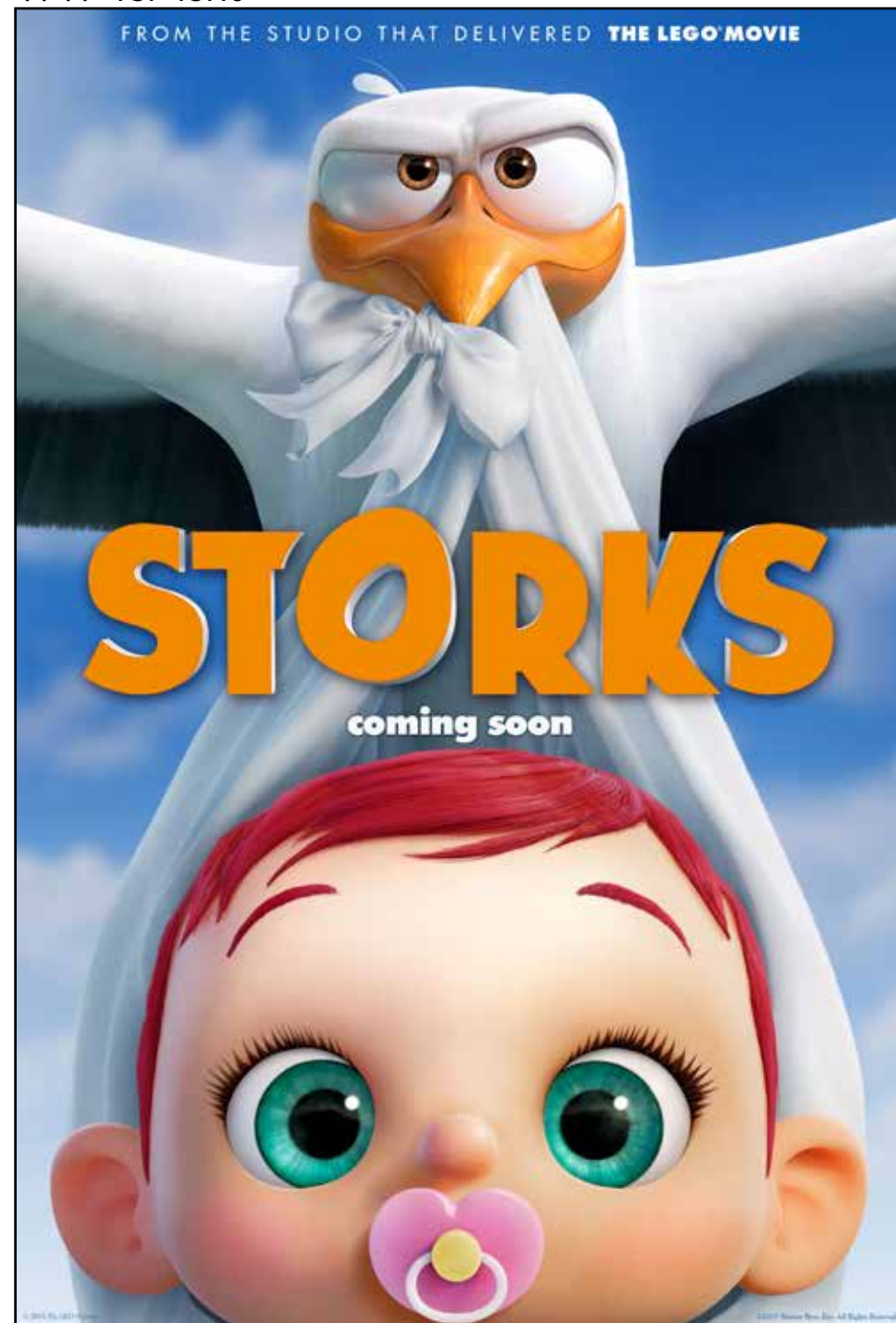


### BILLING BLOCK

The latest billing block on Adstream is “24May16 Intl Billing Block STK”.  
File includes the billing setups for all print material that requires billing.

Available on Adstream: January 20, 2016  
Online Debut: December 17, 2015

WW Tsr 1sht



Intl Tsr Quad





Intl Babies 1sht



Available on Adstream: June 3, 2016

Online Debut: June 16, 2016

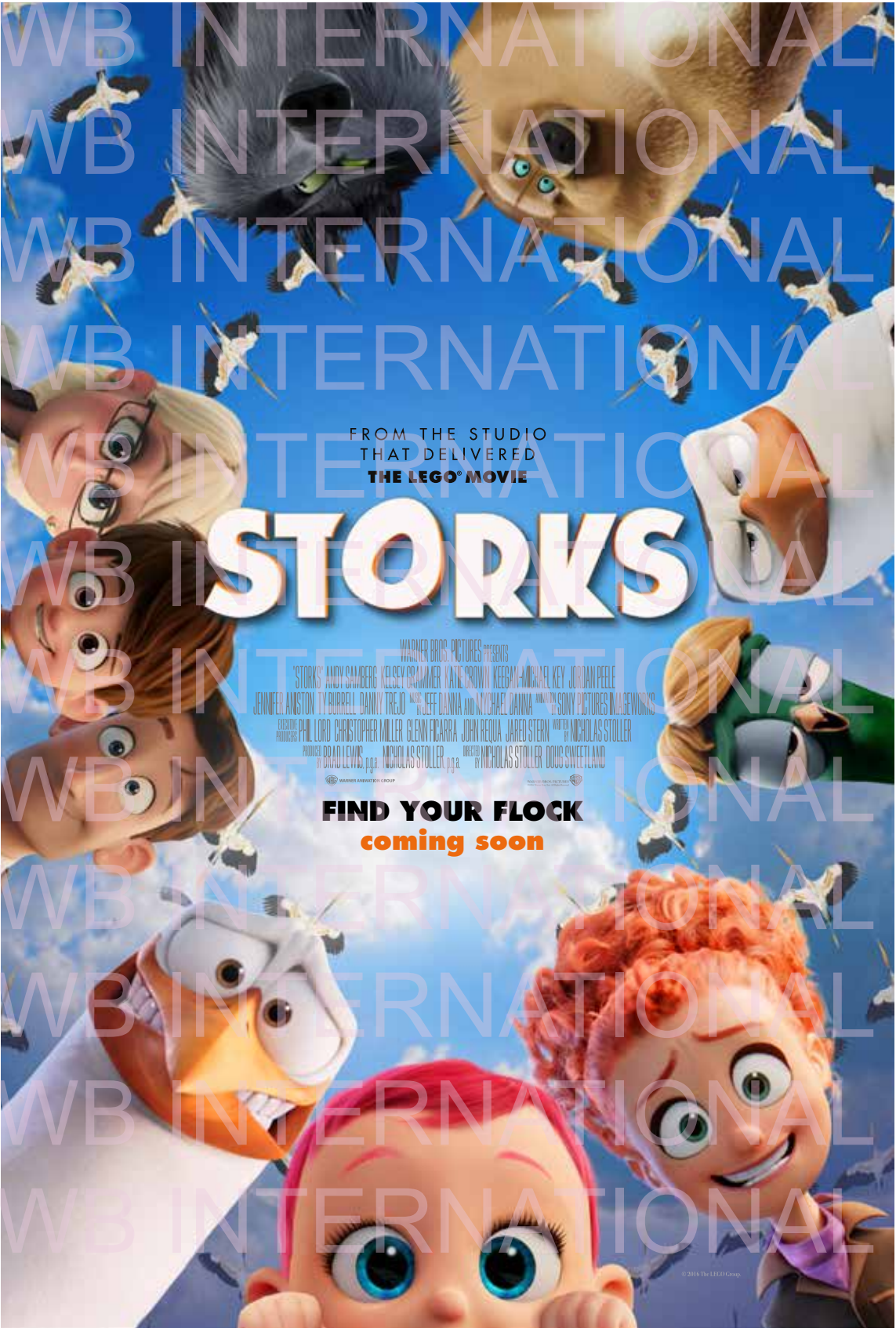
NOTE: If you are using the QUAD outdoor, full billing block not required.

Intl Babies Quad Outdoor



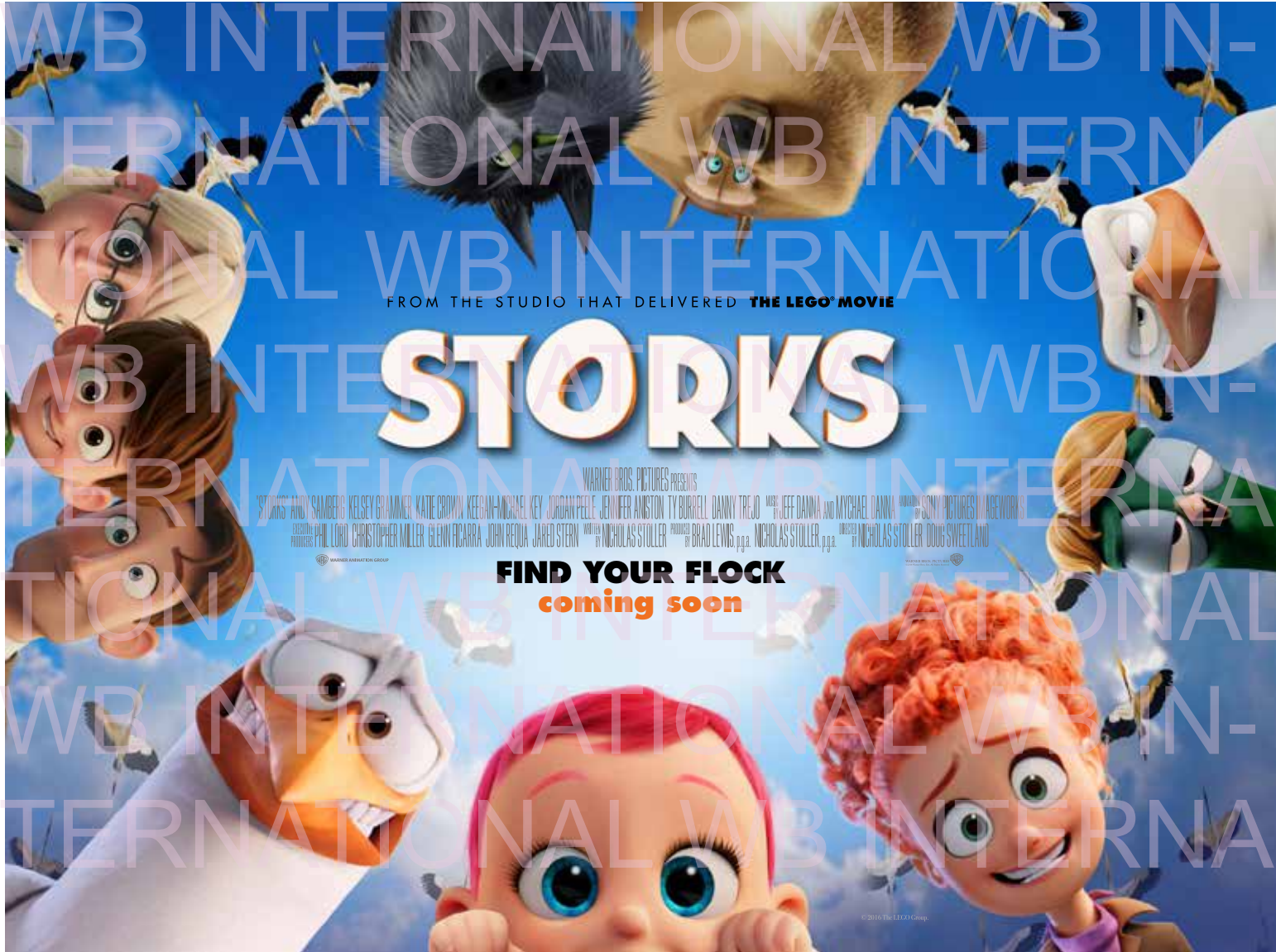


Intl Main 1sht



Available on Adstream: By June 23  
Online Debut: June 16

Intl Main Quad



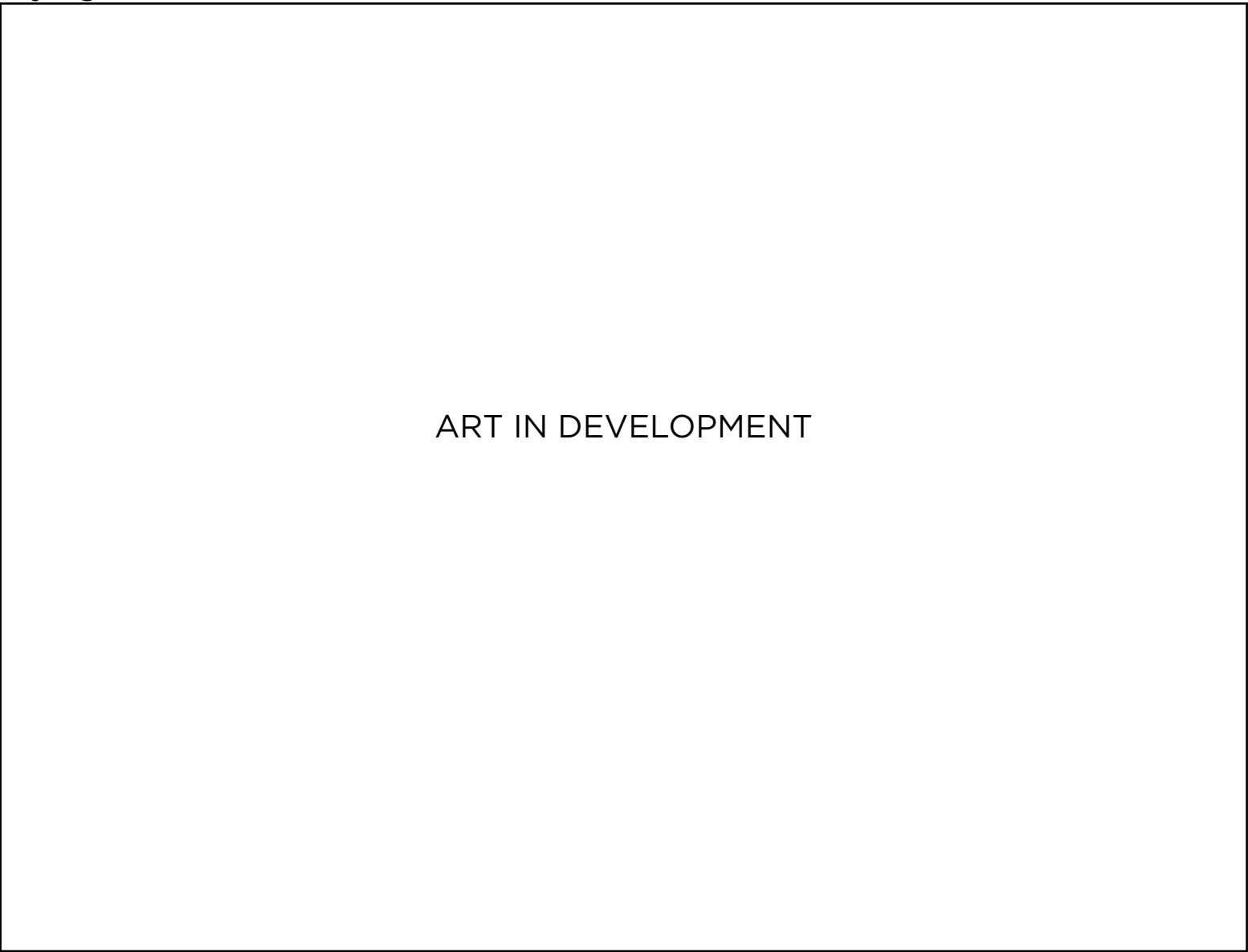


Flying 1sht



Available on Adstream: July 29  
Online Debut: TBC

Flying Quad



ART IN DEVELOPMENT



Available on Adstream: June 15, 2016  
Online Debut: June 15, 2016

**NOTE:** Please place as many characters as possible.  
If you are limited to fewer, please use Junior and Tulip.



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Available on Adstream: by July 29

Online Debut: by July 29

Main Bus Shelter



Flying Bus Shelter





30sht



14x48



NOTE: Here is an example of how this can be used as an extension billboard.



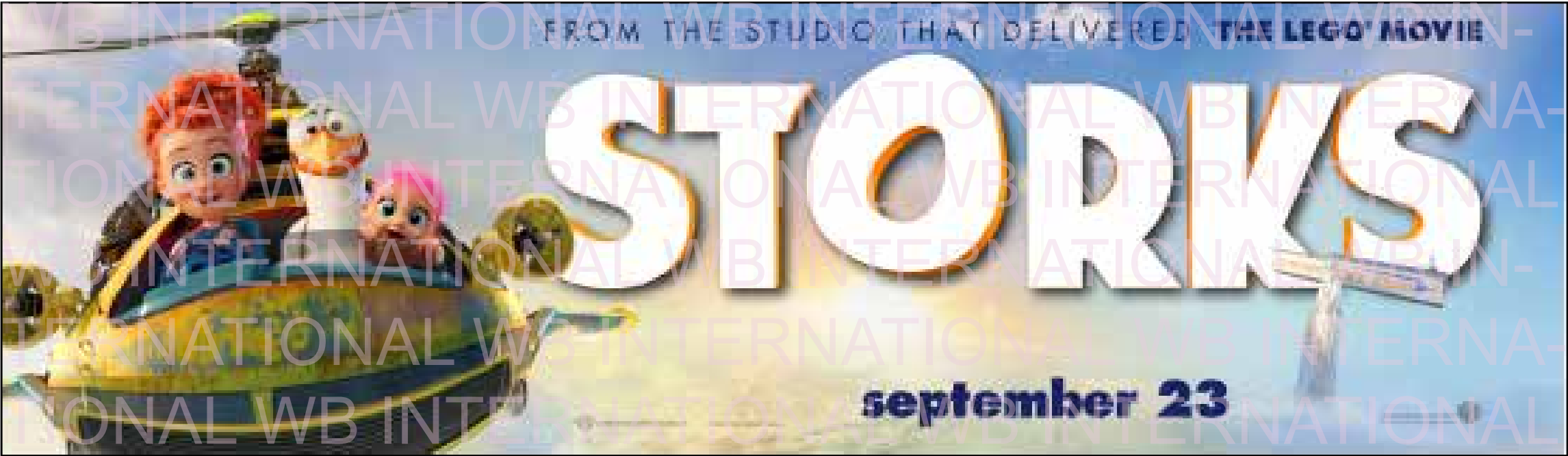


Available on Adstream: by July 29, 2016

30sht



14x48









Available on Adstream: Stork Baby Mobile on June 8, 2016  
Babies Bunting on June 9, 2016

A survey from the UK was sent on June 2.

Bunting: 3M long and includes 5 hanging artwork panels and title panel.

Mobile: 0.6M x 1.5M. Unit price \$22 / Euros 20 / £15

Babies Bunting



Stork Baby Mobile





Shipping mid-end June.

Features Character Art of Junior/ Tulip/ Pigeon Toady/ Wolf Pack/ Nate

A survey from the UK was sent on June 2.

Dimensions: 1.98M high by 1.23M wide. Unit price: \$95 / Euros 85 / £66.





Available on Adstream: June 15, 2016

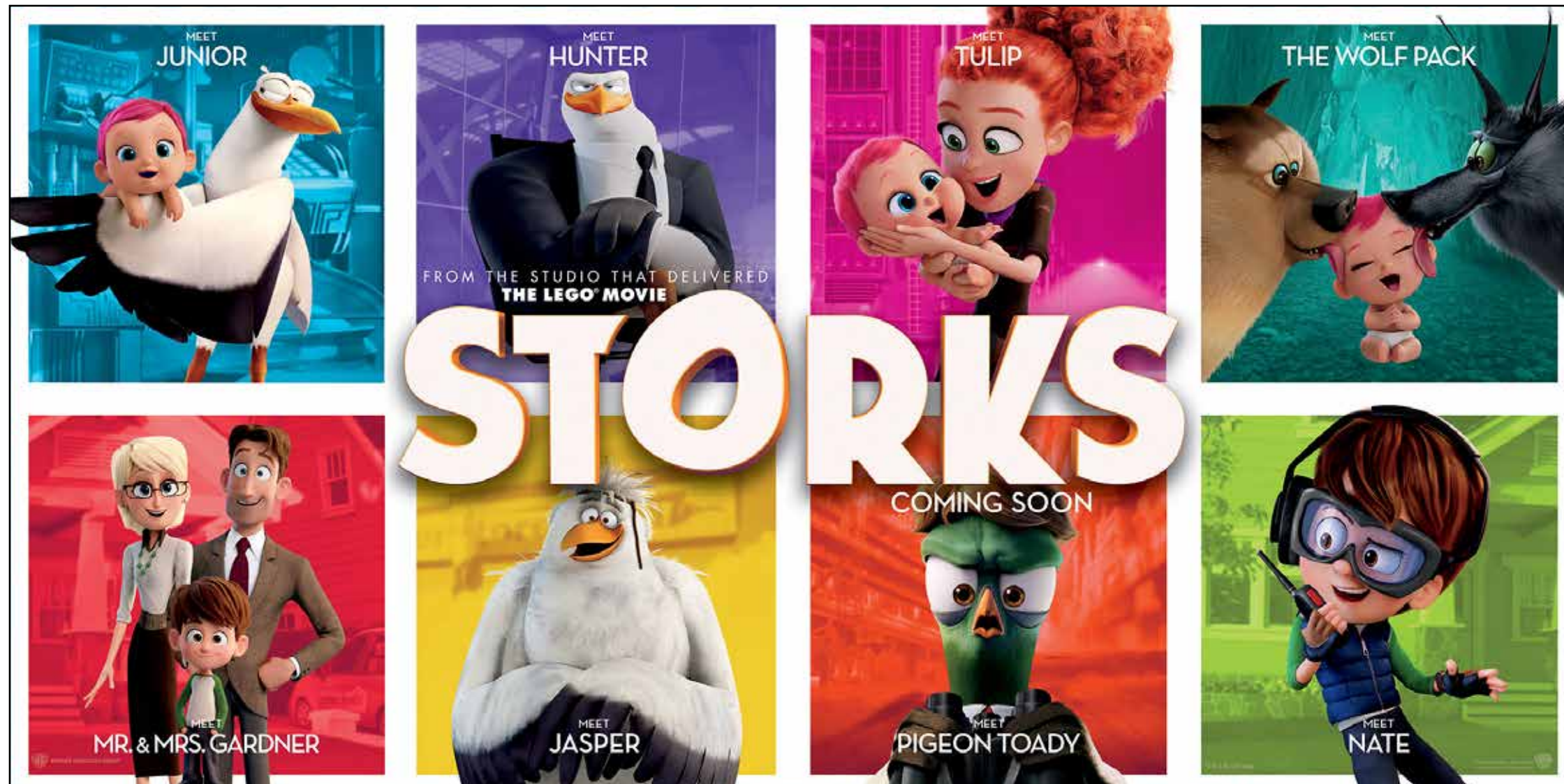
Home Office sent out survey June 10.

Dimensions: 10' x 5'

Price (not inclusive of shipping): \$30 USD per unit.

Shipping begins first week of July.

Intl 10x5 Horiz Banner





Shipping mid-end July.

A survey from Home Office was sent on June 2.

Dimensions: 8' height x 12' width x 3.5' depth (2.4M x 3.7M x 1.1M). Unit price: Approximately \$325 per unit.





Available on Adstream: March 30, 2016





Available on Adstream: Week of June 27



CONCESSIONS - 12OZ PLASTIC CUP



CONCESSIONS - 130OZ PLASTIC  
POPCORN TUB



CONCESSIONS - KID'S TRAY



Available on Adstream: N/A

These Character Toppers are being created by GoldenLink.

Please have exhibitors contact GoldenLink directly for orders.





# ALPHA CHANNEL ANIMATIONS

Adstream Folder: [Alpha Channel Animations](#)

## Usage Guidelines:

The following page contains alpha channel animations that are now available on Adstream. We will continue to upload additional alpha's as they become available.



















All alpha channel animations will be uploaded to the “Alpha Channel Animations” folder on Adstream under the “TV TOOLKIT” folder.

Please use these to create your materials at a local level. For example, they can be used for Station ID's, Lower Thirds, etc.

Please submit all mock-ups to Home Office of how you wish to use these assets prior to placing.



## ALPHA CHANNEL ANIMATIONS

Reference	File Name / Description	Reference	File Name / Description	Reference	File Name / Description
	<b>Nate01</b> Nate looks from side to side		<b>Junior01</b> Junior flies into screen, lands on chair, and kicks his feet up on the desk		<b>Hunter02</b> From the teaser trailer, Hunter is swarmed with babies and falls over
	<b>Nate02</b> Nate looks up from reading Storks pamphlet		<b>Junior02</b> Junior does various poses with arms saying "Make a plan, stick to the plan"		<b>Baby01</b> Baby sitting, who can push things over, claps and laughs
	<b>Nate03</b> Nate opens up Storks pamphlet		<b>Junior03</b> Junior does karate kick		<b>Tulip04</b> Tulip's hair explodes and she runs forward and off camera
	<b>Tulip01</b> Tulip walks to desk, sits down and smiles, waiting to receive letter		<b>Tulip02</b> Tulip hugs and kisses a baby		<b>PT03</b> Pigeon Toady in the elevator as the doors close in front of him
	<b>Cloud Backplate</b> Wide shot of tiny plane flying through the clouds		<b>Tulip03</b> Tulip hugging herself	<b>NOTE:</b> These these images here are just for reference. The files will be posted on Adstream as alpha channels without backgrounds.	
	<b>PT01</b> Pigeon Toady forces the elevator doors open		<b>Stork Fly In</b> Anonymous stork from MT who flies in and drops things		
	<b>PT02</b> Pigeon Toady with binoculars, dancing, and pointing down		<b>Hunter01</b> Hunter's monologue from the teaser trailer		



# HI RES MARKETING ASSETS

Adstream Folder: [Hi Res Marketing Assets](#)

## Usage Guidelines:

The following pages contain high resolution character poses that are now available on Adstream.

These are print-ready at 2K and 4K resolution.

All poses will be in the “High Res Marketing Assets” folder on Adstream under the “Print” folder.

Please use this imagery to create your materials at a local level. Please submit all mock-ups to Home Office of how you wish to use these assets prior to placing.

## Examples of Usage







baby.pose\_v169973.1001.tif    baby.pose\_v169973.1002.tif    baby.pose\_v169973.1003.tif    baby.pose\_v169973.1004.tif    baby.pose\_v169973.1005.tif    baby.pose\_v169973.1006.tif    baby.pose\_v169973.1007.tif

baby.pose\_v169973.1008.tif    baby.pose\_v169973.1009.tif    baby.pose\_v169973.1010.tif    baby.pose\_v169973.1011.tif    baby.pose\_v169973.1012.tif    baby.pose\_v169973.1013.tif    baby.pose\_v169973.1014.tif

baby.pose\_v169973.1015.tif    baby.pose\_v169973.1016.tif    baby.pose\_v169973.1017.tif    baby.pose\_v169973.1018.tif    baby.pose\_v169973.1019.tif    baby.pose\_v169973.1020.tif



**NOTE:** Do not use name of The Baby from the film in any materials. Please only refer to her as “The Baby”



DD\_v169973.1007



DD\_v169973.1014



DD\_v169973.1015



mkt044\_v172388.1016.tif



## HI RES MARKETING ASSETS

## Flightless Birds

TIMING: 4K available now

9500.043\_v183936.1001.tif



9500.043\_v184603.1001.tif



9500.043\_v184080.1001.tif

# HI RES MARKETING ASSETS

**Gardner Family**  
**Gardner Family Alt**

TIMING: 4K available now



mkt035\_v172080.1001.tif



mkt036\_v172090.1001.tif



# HI RES MARKETING ASSETS

## Hunter Pointing Hunter Seated

TIMING POINTING: 4K available now  
TIMING SEATED: 2K available now, 4K by June 3



mkt027\_v167212.1001.tif



mkt028\_v170262.1001.tif

## HI RES MARKETING ASSETS

Jasper

TIMING: 4K available now

9500.031\_v182011.1001.tif



## HI RES MARKETING ASSETS

**Junior Crossed Arms**  
**Junior Karate Pose**  
**Junior Nervous**  
**Junior Wings Spread**  
**Junior Holding Baby**

TIMING: 4K available now







# HI RES MARKETING ASSETS

**Nate Action Pose**

TIMING: 4K available now



## HI RES MARKETING ASSETS

**Pigeon Toady Pointing Down**  
**Pigeon Toady + Baby Crying**  
**Pigeon Toady Pointing**  
**Pigeon Toady + Baby Smiling**

POINTING DOWN TIMING: 4K by June 10  
OTHER TIMING: 4K available now



mkt030\_v170847.1371\_Copy.tif



mkt019\_v137709.1001\_Copy.tif



mkt029\_v164175.1001.tif



9500.019\_v195303.1002.tif





mkt030\_v170847.1035\_Copy.tif



mkt030\_v170847.1150\_Copy.tif



mkt030\_v170847.1173\_Copy.tif



mkt030\_v170847.1293\_Copy.tif



mkt030\_v170847.1216\_Copy.tif



mkt030\_v170847.1223\_Copy.tif

# HI RES MARKETING ASSETS

**Squeeze Bird**TIMING: 4K available now

mkt037\_v173136.1001.tif



## HI RES MARKETING ASSETS

**Tulip Arms Crossed**  
**Tulip Nervous**  
**Tulip w/ Letter**  
**Tulip Cuddling Baby**

TIMING: 4K available now



mkt025\_v167465.1001.tif



mkt044\_v172002.1009.tif



mkt026\_v167445.1001.tif



9500.018\_v199478.1001.tif

## HI RES MARKETING ASSETS

## Tulip Kissing Baby (crop)

TIMING: 2K available now, 4K by June 10



9500.012\_v178533.1051\_Copy.tif



9500.012\_v178533.1077\_Copy.tif



9500.012\_v178533.1130\_Copy.tif





9500.043\_v179253.1001\_Copy.tif



mkt033\_v164675.1001.tif



mkt034\_v155172.1001.tif